

IN THE SPECIFICATION:

Please REPLACE the final paragraph beginning on page 4 with the following paragraph:

These units ~~enable~~enable a provider to set and collect the cost of the advertisement in consideration of a region and location or time slot and season in which the advertisement is posted, thereby enabling setting of substantially fair cost in accordance with advertisement effect.

Please REPLACE the paragraph beginning at page 6, line 13, with the following paragraph:

FIG. 1 is a block diagram used for general description of the present invention. An advertisement-cost calculation unit 10 is a unit calculating the cost of an advertisement in consideration of a geographical factor or a temporal factor. An advertisement posting unit 20 is a unit posting the advertisement on an information terminal in a manner related to the geographical factor or the temporal factor. A display apparatus 30 is a display apparatus of an information terminal such as a personal computer, a cellular phone, or a car navigation system.

Please REPLACE the paragraph beginning at page 6, line 23, with the following paragraph:

A geographical factor designation/acquisition unit 40 is a unit obtaining information regarding a geographical factor from location-designation information input by a user or information which represents the latitude and longitude of a position at which the information terminal is present and which is obtained from, for example, a GPS (Global Positioning System). A map display unit 50 is a unit which contains map data and displays on the display apparatus 30 a map around a designated location. The map display unit 50 is provided when a map must be displayed on the display apparatus 30. A status-of-use acquisition unit 60 is a unit acquiring data regarding the status of use of the advertisement. A user-information designation/acquisition unit 70 is a unit designating or acquiring information regarding a user of the advertisement. Reference numeral 80 denotes an advertiser, and reference numeral 90 denotes a user.

Please REPLACE the third paragraph beginning on page 11 and continuing onto page 12 with

the following:

By use of the thus-calculated base cost and data, such as the agreement continuing period, searched from the customer/advertisement database 18, a discounted cost is calculated in accordance with the discounted-cost calculation formula 17 (step S3). An example of the discounted-cost calculation formula 17 is as follows[[]]:

Discounted cost = Base cost – Discount calculated on the basis of the total number of time slots – Discount calculated on the basis of an agreement continuing period.